



Presentation to NASA Webmasters

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Product Goal and Objectives

- Goal: Provide LaRC a tool to help manage internal communications.
 - Objectives:
 - Single location for posting and archiving LaRC communications.
 - Provide a service for urgent or emergency communication.
 - Provide a single center calendar of events.
 - Eliminate center wide email distribution.
Consolidate LANTERN and LaRC This Week.
 - Provide center wide access to the information using existing LaRC products .



Product Goal and Objectives

- Goal: Automate information dissemination in a secure and responsible manner.
 - Objectives:
 - Place control of information dissemination into the hands of the information owners.
 - Insure information posted is appropriate and acceptable to center management.
 - Centralize access to the information.
 - Allow center employees to find information fairly easily.
 - Only allow information access to LaRC civil servants and designated on-site contractors.



Development Information

- **Cost:** \$165,000
- **Development Time:** 6 months
- **Team:**
 - Project Lead
 - Technology Sub-Lead
 - Customer Relations and Marketing Sub-Lead
 - Taxonomy Sub-Lead
 - Usability Specialists
 - Contractor: Project Manager for Software Development
- **Launch Date:** February 5, 2001



Technical Configuration

- Machine: Sun Solaris Ultra2
- Database: Oracle8 - will be Oracle 8i in October
- Development Software: HTML, ColdFusion4.5
- Search: UltraSeek for @LaRC On-line
- Site Statistics: WebTrends
- Others:
 - JavaScript 1.2 to manage windows
 - CSS Version 2.0
 - Java applet for posting @LaRC news bulletins
 - Adobe Photoshop for graphics.



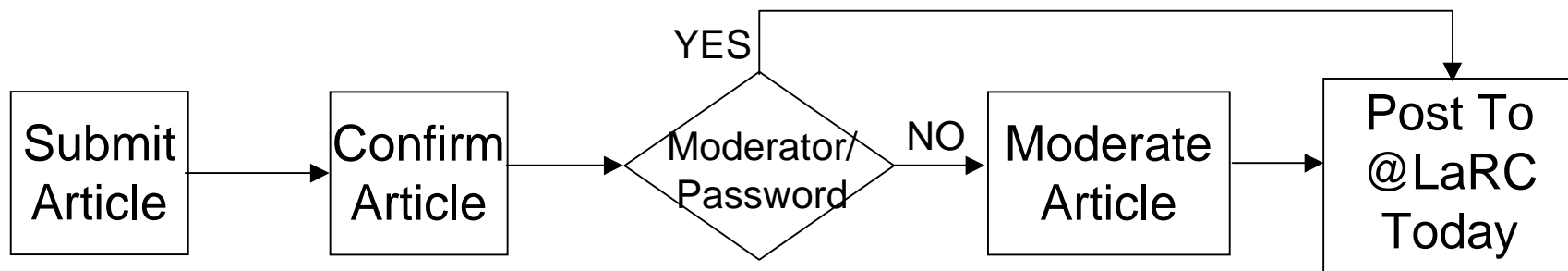
@LaRC Components

- @LaRC Daily Newsletter
 - @LaRC Today
 - @LaRC Online
 - @LaRC News Bulletins
 - Quick Links
 - World Headlines
 - Researcher News Online
 - Today@ NASA
- Hot @LaRC
 - Calendars
 - Find a Person
 - Traffic and Weather
 - Langley Management System
 - Employee How To
 - Administrative Interface



@LaRC Today

Submission of an Article



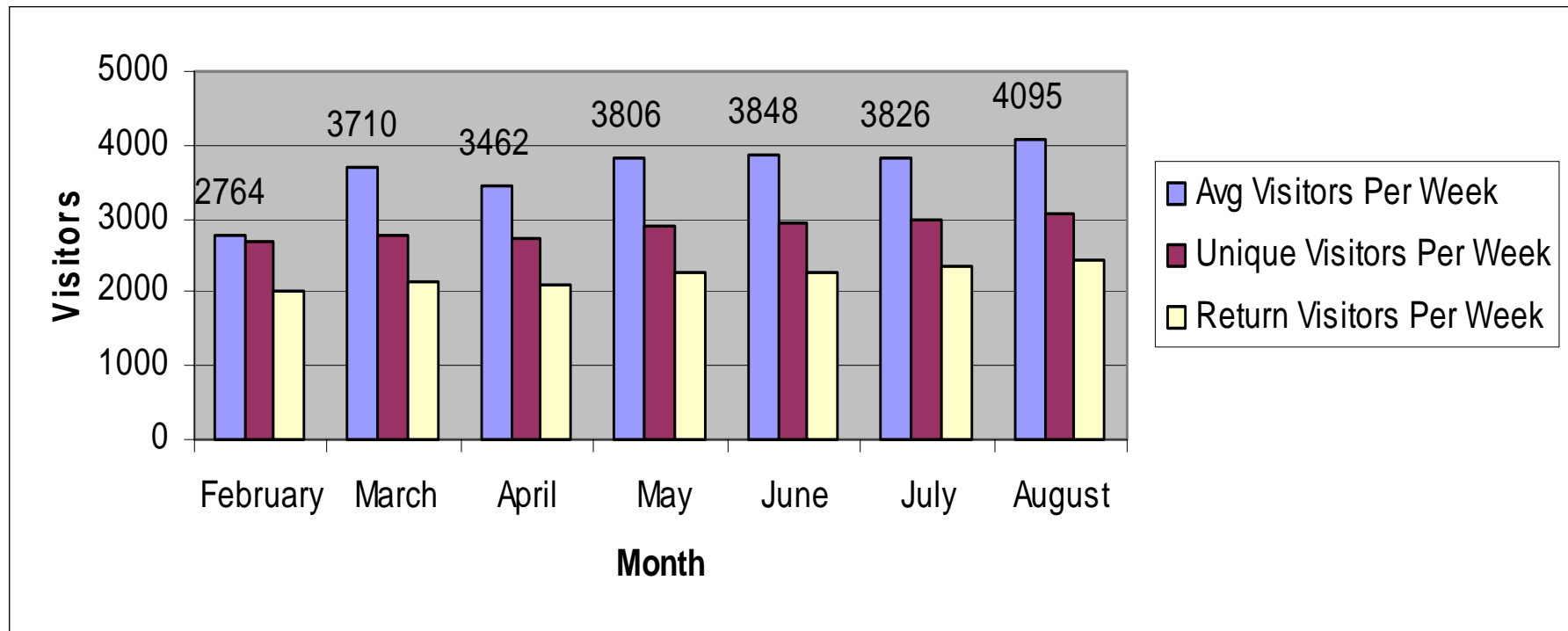
Highlights of @LaRC Today Business Rules.

- Any employee with access to @LaRC can submit an article.
- An article must be confirmed by it's submitter.
- An article must be assigned to a category.
- Each category must have a primary and backup moderator.
- The moderator can change or cancel any article.
- An article submitted by the moderator is considered automatically approved.



Product Usage: Log Statistics

Tool: WebTrends



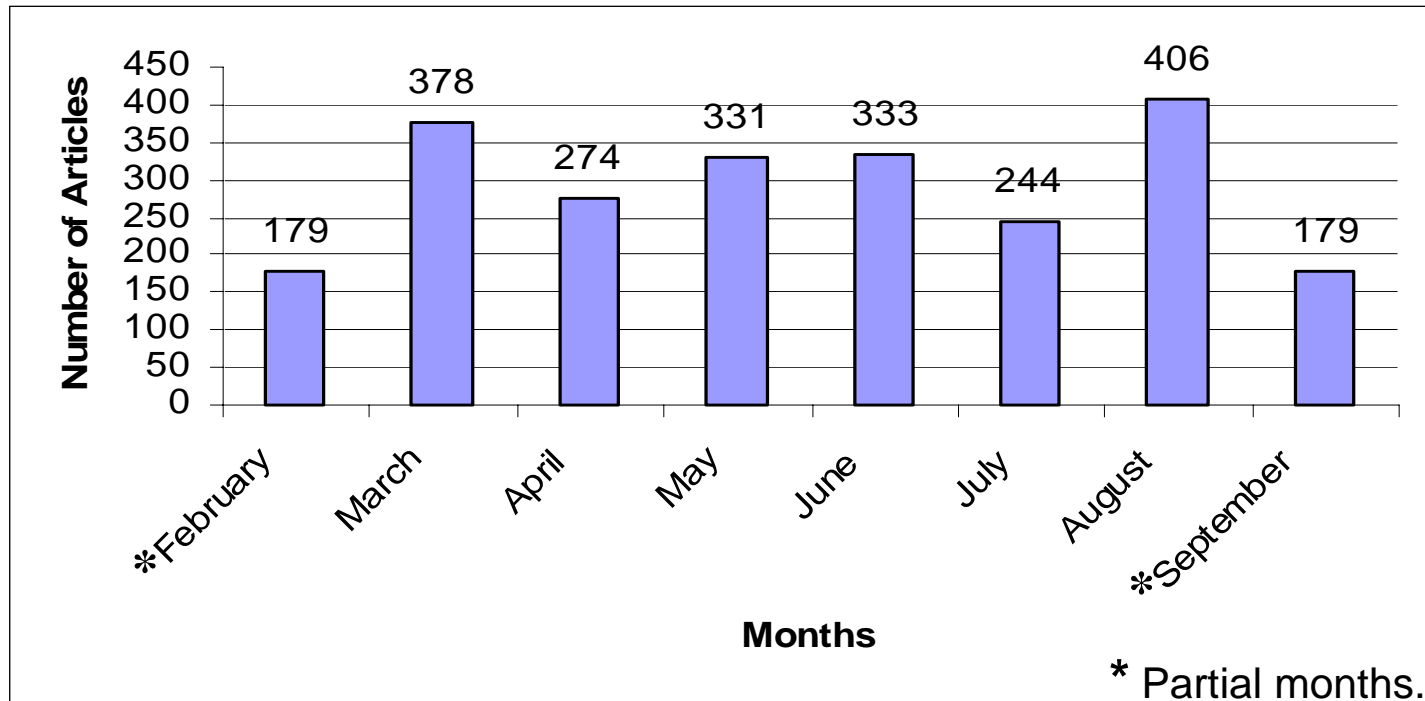
Unique Visitors: Unique IPs that visited @LaRC weekly.

Return Visitors: Unique IPs that visited @LaRC more than once per week.

Avg Visitors: Average number of non-unique IPs that visited @LaRC weekly.



Product Usage: Posted Articles



As of 9/14/01:

- **2,324** unique articles posted.
- Average of **290** unique articles per month.

Compared to:

- Centerwide Email Distribution in 1999: **49/month**



Marketing Plan

- Marketing Slogan
 - “What’s In It For You?”
- Marketing Schemes
 - Cafeteria Tents (April 13 - 27)
 - Treasure Hunts (May 10 - 22)
 - @LaRC “Rant and Rave Sessions” (May 23 and June 4)
 - On going reminders at Town Meetings by Center Director.



@LaRC Follow-up: Survey

Conducted In Late March

Total Responses: 160

Q1. I enjoy using the @LaRC site **3.5**

Q2. The @LaRC site provides me useful information **4.0**

Q3. The @LaRC daily email, @LaRC Today Headlines, prompts me to visit @LaRC. **3.3**

Q4. The format of the @LaRC daily email, @LaRC Today Headlines, is easy to read. **3.0**

Q5. I like the Today's Trivia section in the @LaRC daily email, @LaRC Today Headlines. **2.8**

Q6. I like the Today's Quote section in the @LaRC daily email, @LaRC Today Headlines. **3.1**

Q7. I think new articles on the @LaRC Today area should be displayed separately from previous articles. **3.9**

Q8. I use the search in the @LaRC Today area to find previous articles. **2.5**

Q9. I like the @LaRC Today area being categorized into separate topics (i.e. Policies/Procedures, Safety, etc.). **4.2**

Q10. I can find the information I need easily in the @LaRC Online area of the @LaRC site. **3.2**

Q11. I use the @LaRC Online search more than any other method to find the information I need. **2.4**

Q12. I would use an alphabetical listing of the @LaRC Online contents to help me find information. **3.4**

0=No Opinion, 1=Strongly Disagree, 2=Disagree, 3=Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree



Product Improvements

(A Reflection of Customer Requests)

- **Newsletter**
 - Only distribute new News. (survey and feedback)
 - Remove trivia. (survey)
- **@LaRC site**
 - Add cafeteria menu as quick link. (feedback)
 - Separate new News from old News. (survey and feedback)
 - Separate page for @LaRC Online and hot link sub categories on top page (like LANTERN) (feedback)
- **@LaRC site**
 - Add weekly view to LaRC Events Calendar. (feedback)
- **@LaRC Article Submission**
 - Increased allowable article size. (OPA Aerospace Daily)
 - Filtered HTML tags to reduce interference in newsletter publication. (feedback)
 - Stream-lined submission interface. (feedback)



Lessons Learned

- Conduct usability testing - make changes based on results.
- Listen to customer feedback for reoccurring themes - make changes.
- Have senior staff support.
- Have a marketing plan.
- Have a long term customer and application support plan.
- Some employees will never use @LaRC -- no matter what.



Looking Into The Future - Version 2.0

- **Funding:** \$80,000
- **Product Improvements**
 - Conference Room Reservation System - launching on Oct 1.
 - White Yellow and Blue Pages
 - Dynamic Site Index
 - Site Registration
 - Addition of an Employee channel and redesign of the @LaRC home page.
- **Timeline:** Projected completion by end of calendar year.

